

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Kelley et al.	Art Unit	: 2161
Serial No.	: 10/624,085	Examiner	: Charles Edward Lu
Filed	: July 21, 2003	Conf. No.	: 6000
Title	: SYSTEM AND METHOD FOR PROVIDING TARGETED CONTENT TO A USER BASED ON USER CHARACTERISTICS		

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 28, 2007

Please amend the above-identified application as follows: